

A SYMBOL OF CHILDHOOD...

Alberta's Promise is a catalyst for innovative partnerships that further the well-being of children and youth in our province. Founded on the belief that all young people should have the opportunity to realize their full potential, we strive to ensure that children and youth will have a healthy start in life and the support they need to grow into active citizens. Alberta's Promise works to facilitate the synergies between our partners to inspire Albertans to continue their support of children and youth initiatives.



A PLACE TO KEEP DREAMS...

Alberta's Promise has helped to realize many dreams over the past eight years. This year we welcomed Ruth Copot as the Executive Director who will help us realize the new dreams that have the potential to be fulfilled.

Next year at Alberta's Promise will be a busy one working closely with our board and our partners to develop a strategic framework that will guide our work through the next phase of development – creating a place for those new dreams. As we go through this process, we will work with our partners to update and review the tools provided to them, and will explore new ways to promote mentorship for children and youth across Alberta.

WITH A HANDLE SO AN ADULT CAN HELP OUT FROM TIME TO TIME...



Premier Ed Stelmach, Chair
Marie Stelmach, Honourary Chair

Since March of 2007, Marie and I have had the honour of being a part of Alberta's Promise. We have watched this organization work with more than 1,200 partners through an economic downturn, a recovery and so much more. During this time, we have witnessed the strength of Alberta's Promise partners and how they are committed to coming together to continue to support the children and youth of Alberta.

Kids are our most valuable resource, and we all have a shared role in helping to create strong children, youth, families and communities. Each year, we have seen that Alberta's Promise partners understand how valuable a resource our kids are, and that we can help them meet their full potential. Knowing that Alberta's Promise partnerships are in place to carry on this good work encourages us that there will be a strong future for Alberta's children and youth.

As my time as Premier is coming to a close, Marie and I wish to thank Alberta's Promise Partners for your continued work on behalf of children and youth in our province. We are proud to have been a part of Alberta's Promise and are confident that it will continue moving forward in creating partnerships of possibility to support the children and youth of Alberta.



Ruth Copot, Executive Director

I am very proud and excited to have joined the Alberta's Promise Team as Executive Director in 2010. Over the past months I have learned so much about the work and accomplishments of the Alberta's Promise partners. I would like to thank all of our Alberta's Promise partners for the positive difference you have made in the lives of children and youth. As partners, we have the opportunity to continue our work together

to further the well-being of children and youth in Alberta.

The little red wagon is a symbol of childhood. I also know that a wagon cannot move on its own. We need to wrap our support around the children and youth, grab on to the handle and continue pulling together to help create positive futures for them. Alberta's Promise is committed to creating a dynamic plan that will keep our focus on positive outcomes for children and youth and work with our Alberta's Promise Partners to keep our promise to promote the growth and well-being of the children and youth of Alberta.

I would like to acknowledge the Alberta's Promise staff for their passion in supporting good work for children and youth, and their contributions to shaping Alberta's Promise's plans.

I will be updating and involving our Promise Partners as our Strategic Framework is developed. I look forward to meeting our Promise Partners this coming year.



Yvonne Fritz, Minister of Children and Youth Services

Alberta's Promise has been working throughout the province to create opportunities to help build a better tomorrow through enhancing the quality of life for children and youth in our province. This work is not done alone. More than 1,200 Alberta's Promise partners share the vision that together we will assist children to grow, learn and reach their full potential.

Alberta's Promise Partners provide assistance through front-line personnel working with children and youth, providing access to new programs or finding additional resources for programs and services. This support is necessary for a brighter tomorrow for our children and is greatly appreciated.

My warmest thank you to all Alberta's Promise partners, Board, and staff for all your hard work, your partnerships of possibility and your drive as we continue to work together in supporting and directing resources toward Alberta's children and youth.



Sue Riddell Rose, Southern Vice-Chair on behalf of the Board

As Southern Vice-chair of the Alberta's Promise board, I have the privilege of working alongside board members from across the province who bring a broad range of experience and knowledge. We all have a passion to support the children and youth of Alberta to be all that they can be. Together with our Promise Partners, we strive

to keep our promises to every child in Alberta by: Providing a Healthy Start; Promoting Safety, Growth and Development; Investing time in Interaction, Mentoring and Inspiration; Encouraging Community Participation and Volunteering and Inspiring Leadership and Innovation.

Over the last year, the members of the board reaffirmed our commitment to Alberta's Promise. As a part of moving forward with a renewed enthusiasm and purpose, we are extremely pleased that Bernie Kollman joined the board in June 2011 in the position of Northern Vice-chair.

With the new Executive Director now in place, we have embarked on an outreach and strategic planning initiative that will assist us in setting the next course for Alberta's Promise to maximize our positive impact on Alberta's children and youth. Although we are still in the early days of this planning process, we have confirmed that Alberta's Promise partners continue to be strong supporters. Promise Agencies, Builders and Communities understand that if we take the time to support kids now and help them to reach their potential, then our province and the future generations will be in good hands.

Premier and Mrs. Stelmach have served as our Chair and Honourary Chair since 2007. They have offered their support to Alberta's Promise and the little red wagon, and we are proud to have had them lead the Alberta's Promise team. On behalf of Alberta's Promise and the Board, thank you to both Premier and Mrs. Stelmach for your support over the last four years, and we wish you all the best in your new ventures.

A HELPFUL MEANS TO PULL THE OCCASIONALLY HEAVY LOAD OF LIFE...

Alberta's Promise has more than 1,200 partners who help children and youth across the province. Our Partners can be classified in three different categories: Promise Agencies, Promise Builders, and Promise Communities.

Promise Agencies provide services and resources directly to children and youth.

Promise Builders are businesses, corporations, service clubs, media organizations, industry and/or professional associations, and foundations who contribute to children and youth programs or projects.

Promise Communities are cities, towns, counties, municipal districts, Métis settlements, First Nations' Bands and other municipalities that encourage partnerships between their local businesses, foundations, service clubs and agencies for the benefit of children and youth.

Each of our partners offers helpful means to pull the occasional heavy load of life by utilizing their own unique staff and organizational resources, providing monetary support, volunteering, mentoring or offering gifts in kind to enhance and help programs dedicated to Alberta's kids.

Over the last year, Alberta's Promise has remained committed to our partners and has continued to promote mentorship in Alberta. Two of Alberta's Promise partners, Calgary Reads and First Calgary Financial, have developed a relationship that has returned rich dividends. Four employees of First Calgary Financial participated in a local school program where they read to grade one students who were struggling to read. The staff of these two organizations have created new friendships through the process and have also discovered that this simple form of volunteering and mentorship is helping them better relate to their community members and has increased their awareness of their community.

In October of 2010, Ronald McDonald House (Southern Alberta), an Alberta's Promise Partner since 2005, celebrated their 25th anniversary. The Families to Friends Reunion was held to thank all those who have contributed to the success of the House, and included past supporters and families. This event was a true acknowledgement of the impact and accomplishments made possible when the community responds to others in times of need.

Sometimes our partners come to us with an idea or a plan that Alberta's Promise can help facilitate into action. This year Alberta's Promise partner Servus Credit Union approached us to help them find partners that would benefit from a one-time gift. With our understanding of their community investment priorities we were able to provide them with a list of agencies that would match their priorities. As a result, Servus Credit Union donated \$58,000 to a number of deserving partners including Between Friends Club, Brown Bagging for Calgary's Kids, Community Kitchen Program of Calgary, Ronald McDonald House and The Doorway.

Each of our partners is important and they display the little red wagon as a symbol of their continued dedication and support of Alberta's children and youth.

CHAIR

Honourable Ed Stelmach, Premier

BOARD MEMBERS

Darwin Eckstrom

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Sue Riddell Rose - Southern Vice-Chair

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Andrea Marston* - Projects Officer

Barb Morrison - Executive Assistant

Amber Northcut - Manager Partnership Development

Ian Parsons* - Projects Officer

Kristie Pshyk* - Manager Partnership Development

*Temporary Staff

PREMIER'S COUNCIL AS OF MARCH 31/2011

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Hugh Campbell - Edmonton Eskimos Football Club

Denise Carpenter - Canadian Nuclear Association

Dennis Chinner - RBC Dominion Securities Inc.

Strater Crowfoot - Indian Oil and Gas Canada

Patrick D. Daniel - Enbridge Inc.

Jack Donahue - Donahue Wells

Darwin Eckstrom - Northern Alberta Institute of Technology

Murray Edwards - Edco Financial Holdings Ltd.

Brian Felesky, Q.C. - Felesky Flynn LLP

Joan Forge - Forge Ahead Communications

Honourable Yvonne Fritz - Alberta Children and Youth Services

Fred Green - Canadian Pacific Railway

Leann Hackman-Carty - Blue Heart Consulting Ltd.

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Daryl Katz - The Katz Group of Companies

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Sean McMaster - TransCanada Corporation

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Tim Melton - Melcor Developments Ltd.

Chuck Mulvenna - Canada Safeway Ltd.

Dr. Fraser Mustard - The Founder's Network

Patricia Nelson - In Situ Oil Sands Alliance

Margaret Newall - Prairieaction Foundation

Eric Newell

HONORARY CHAIR

Marie Stelmach



ALBERTA'S PROMISE ANNUAL REPORT 2011



Creating and supporting positive outcomes for children and youth in Alberta has always been the cornerstone of Alberta's Promise. Since 2003, the little red wagon has been the symbol for our organization and the saying which so appropriately illustrates the impact we can have on the world around us...

The little red wagon is a symbol of childhood, a helpful means for pulling the occasionally heavy load of life and a place to keep dreams, with a handle so an adult can help out from time to time.

